Message Text

UNCLASSIFIED

PAGE 01 ACCRA 05963 250905Z ACTION AF-10

INFO OCT-01 EB-08 ISO-00 /019 W

-----045391 252037Z /14

R 241541Z JUL 78

FM AMEMBASSY ACCRA

TO USDOC WASHDC

INFO SECSTATE WASHDC 4728

UNCLAS ACCRA 5963

E.O. 11652: N/A TAGS: BEXP GH

SUBJECT: WTDR/FTI: GHANA BROADCASTING CORP.

REF: USDOC 10567

1. GHANA

OFFICE USE: 2. 749 3. 0039700 4. 01 5. GHANA BROADCASTING CORP.

6. P.O. BOX 1633, BROADCASTING HOUSE, INDEPENDENCE AVE.

7. ACCRA

8. CONTACT: COL. J.Y. ASSASIE

9. TITLE: DIRECTOR GENERAL

10. PHONE: 21161 11. TELEX: N/A

12. CABLE: BROADCAST, ACCRA

13. ESTABL: N/A 14. EMPL: N/A 15. SIZE: VERY LARGE

16. REPUTATION: N/A 17. RPT DATE: 07/78

OFFICE USE: 18. K 19. N/A 20. N/A 21. N/A 22. N/A

 $23A.\ 91000/9\ GOVERNMENT-CONTROLLED\ FIRM$

23B. 48300/9 RADIO AND T.V. BROADCASTING SERVICES

 $23\mathrm{C}.~36620/5~\mathrm{IMP}$ OF RADIO AND T.V. BROADCASTING EQUIPMENT

23D. 36700/5 IMP OF ELECTRONIC AND ASSOCIATED PARTS

24. FOREIGN SALES: N/A

25. FINANCIAL REF: N/A

26. TRADE REFS: N/A

27. FOREIGN FIRMS REPRESENTED: N/A

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28. POST EVALUATION: GBC IS OUTGROWTH OF SMALL REDIFFUSION SERVICE BEGUN IN 1935, MAINLY FOR AUDIENCES IN THE ACCRA COMMUNITY; ACQUIRED PRESENT TITLE IN 1968, AND NOW OFFERS RADIO AND TELEVISION BROAD-CASTING SERVICES THROUGHOUT GHANA IN ADDITION TO AN EXTERNAL AFRICAN SERVICE. HAS 6 MAIN DIVISIONS, 10 REGIONAL OFFICES AND OVER 50 RELAY STATIONS: WIDE RANGE OF EQUIPMENT OF INCLUDES SEVERAL TRANSMITTERS OF VARIOUS CAPACITIES. PROCUREMENT OF MAJOR, EXPENSIVE EQUIPMENT SOME-

TIMES CHANNELED THROUGH GOG CENTRAL PURCHASING AGENCY FOR INTERNATIONAL BIDDING. SMALLER PURCHASES ARE OFTEN NEGOTIATED DIRECTLY WITH SUPPLIERS. ALTHOUGH GBC IS AUTONOMOUS AND SUPPOSED TO BE SELF-SUSTAINING, IT HAS DURING PAST FEW YEARS BEEN DEPENDING UPON GOVERNMENT SUBVENTIONS OR LOANS TO MEET DEVELOPMENT AND OPERATIONAL NEEDS. SITUATION MAY PERSIST IN NEAR FUTURE IN VIEW OF GHANA'S CONTINUING FOREIGN EXCHANGE DIFFICULTIES. EMBASSY RECOMMENDS GBC AS SOUND POTENTIAL CUSTOMER FOR U.S. SUPPLIERS, BUT ADVISES FULL-SECURITY FOR ALL TRANSACTIONS UNTIL FOREIGN EXCHANGE RECOVERY ACCOMPLISHED. 29. PREP: PETER A. HENNISON APPR: ALBERT L. GLAD. HOLMES

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Message Attributes

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